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Through the development of internet technology, communication does not only occur by face-to face, but also using the computer or known by the term of computer mediated communication (CMC). Technological development is followed by various social media platforms that are used as medium of communication. The emergence of social media is utilized by communities as communication and interaction tools. It encourages the form of community in virtual realm such as HAMUR's Community in Yogyakarta that utilize group conversation in line as medium communication of community. The tittle of this study is "virtual communication pattern of community in social media line". The purpose of this study is to know the virtual communication patterns, the rules of communication and the communication process of HAMUR's community. This study uses qualitative method with virtual ethnography approach. The data was gathered by interview with 5 informants and observation to group conversation community named "HAMURInspiring". The results of this study shows in secondary of communication process, line is considered to help the members who are separated by distance to connect. On the rules of communication, HAMUR's community has no specific written rules to organize the members to communicate. Also found communication artefact of HAMUR's community and the communication patterns of HAMUR's community is all way communication patterns in which every members can communicate with others.

Keywords : *Line, HAMUR, Virtual Community, Communication Pattern, Virtual Ethnography*